

SCRIPT “Listen Up: Calling for a World Where Everyone Can Hear and Be Heard”

Scene 1: Opening shot of a bustling city with people of all ages and backgrounds (ethnicities/genders etc.) walking, talking and going about their day.

Voiceover: *“Imagine a world where everyone can hear and enjoy life to the fullest.”*

Scene 2: A montage of different people from different walks of life: a child playing noisy videogames without ear protection, a student struggling to hear in a classroom, a worker feeling frustrated at their noisy job, an older person feeling isolated at a family gathering, etc.

Voiceover: *“But for millions of people, this is not the reality. It’s not just the ability to hear that’s affected but also work, education, communication, and social life.”*

Scene 3: Shows figures of depression and dementia going up

“Hearing loss is the largest potentially modifiable risk factor for dementia, and it’s a slippery slope towards depression and other mental health issues.”

Scene 4: The scene then shows a graph of the growing trend of hearing loss in England, with the numbers getting higher each year.

Voiceover: *“Preventable hearing loss affects more than 5 million older adults in England and costs the economy over £25 billion annually if left untreated. While it used to be considered a typical part of ageing, recent studies have shown that there are lifestyle and social factors that can lead to increased risk for hearing loss.”*

Scene 5: The scene shows people of different ages, in different environments, such as construction sites, manufacturing, factories, food and drink, and concerts, where they are exposed to loud noises without ear protection.

Voiceover: *“For example, exposure to loud noises at work, leisure, or at home can cause irreversible and permanent hearing damage.”*

Scene 6: The scene shows figures for men and women.

Voiceover: *“Shockingly, 1 in 3 men and 1 in 5 women over 50 in England might have hearing loss to the extent that they are unable to hear someone standing an arm’s length away.”*

Scene 7: The scene shows a map of England, with the north having a higher prevalence of hearing loss compared to the south. Image of the Levelling Up agenda that aims to reduce existing regional disparities.

Voiceover: *“There are also stark inequalities in hearing health between the north and south of the country, which is entirely unfair. More research is needed to identify and address preventable risk factors that contribute to these inequalities.”*

Scene 8: The scene shows a person holding a hearing test, with a nurse or doctor in primary care observing. Cut to a shot of a person discussing with a GP about hearing health.

Voiceover: *“Timely detection of hearing loss is critical for effective management. However, unfortunately, many people remain unaware that they have a hearing problem, so they do not mention it to the doctor. To address this issue, the World Health Organization advocates for the inclusion of routine hearing tests as a standard part of health check-ups.”*

Scene 9: [Cut to an animation of a young person holding a hearing test using a mobile application, and the results show good hearing condition and not hearing loss]

Voiceover: *"Regular hearing tests can easily and quickly detect hearing loss in its early stages when it's easier to manage and prevent further deterioration."*

Scene 10: The scene shows a person with diabetes checking their blood sugar levels and eye sight.

Voiceover: *"People with diabetes are also at higher risk of developing hearing loss, so they should be having regular hearing screening alongside eye screening."*

Scene 11: The scene shows a group of people of all ages and backgrounds, socialising together while they wear modern hearing aids.

Voiceover: *"With improved access to hearing health checks and support for hearing conditions, we can help everyone achieve their full potential and live and work well."*

Scene 12: A graph showing outdated data and population demographics for hearing loss in England.

Voiceover: *"The picture of hearing loss across the country is currently based on outdated information. This means that the current scale and impact are not fully understood, and therefore public spending priorities are not directed to these areas for people to get the support they need."*

Scene 13: The person's mood visibly improves as they leave a noisy environment and find a quieter place. The headache that had been pounding during their time in the noisy environment disappears, giving them a feeling of relief and relaxation. In the peaceful surroundings, they feel a newfound sense of calm that was absent in the noisy environment, and they can now sleep better and enjoy a higher quality of life without unnecessary noise.

Voiceover: *"Addressing this silent public health crisis can ensure a healthier and more inclusive society."*

Scene 14: Visual of a graph showing the increase in healthy, independent life years

Voiceover: *"Taking proactive steps to protect our hearing is fundamental to maintaining a high quality of life, both now and in the future."*

Scene 15: [Cut to a shot of a government building, with people walking in and out. We see a meeting taking place, with government officials discussing

Voiceover: *"We all need to take hearing health seriously by acquiring and understanding the evidence and available data to gain better insight into the true scale and implications of hearing loss."*

Scene 16: (Visual of government officials discussing and implementing policy changes)

Voiceover: *"By doing so, we can ensure that people can enjoy at least five extra healthy, independent years of life by 2035, while narrowing the gap between the richest and poorest."*

Scene 17: [Cut to an animation of a person holding a flag with the text "5 Extra Years of Healthy Life" on it, waving in the wind.]

Voiceover: *"Working together, we can make sure everyone has equal access to hearing care and a better quality of life"*

Scene 18: Visual of a diverse group of people, of different ages and backgrounds, with healthy hearing, and a calmer world. The camera pans out from the city, showing a brighter, more inclusive future for all.

Voiceover: *“It’s time to take action and make ear and hearing health a public health priority. Join us in making a world where everyone can hear and be heard, and nobody is left behind.”*

Final scene:

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